



課 綱 Course Outline

中文課程名稱 Course Name in Chinese	觀光文化研究						
英文課程名稱 Course Name in English	Cultural Studies of Tourism						
科目代碼 Course Code	IS__D1030	班 別 Degree	☐ 學士班 Bachelor's ☐ 碩專班 Master's program ☐ 碩士班 Master's ☒ 博士班 Ph.D.				
修別 Type	☐ 必修 Required ☒ 選修 Elective ☐ 學程 Program	學分數 Credit(s)	3	時 數 Hour(s)	3	時間 Time	Tuesday. 9:10-12:00
先修課程 Prerequisite							

課程描述 Course Description	本課程旨在認識觀光在台灣社會與全球化進程中所呈現的複雜論述，以期探討觀光旅遊的意義和在全球化與當代族群與文化變遷的社會現象。希望透過觀光文化研究取徑以及社會學的分析視角，理解當代觀光、旅遊、移動、殖民、消費、展演、性別與社會文化變遷與政治經濟機制的關係與相關議題。 Tourism is a highly dynamic industry and phenomena. This course provides the cultural studies approach to explore the complexity of tourism as a social and cultural phenomenon. Themes of the tourist gaze, gender, modernity, authenticity, identity, indigeneity, consumption, and photography will be considered throughout the semester. Students will be provided with opportunities to take a field trip and explore various touristic issues, cultures, and Taiwanese Indigenous communities that develop tourism with respect to environmental and socio-cultural sustainability.
系教育目標 Dept.'s Education Objectives	1. 推動國際原住民族學術研究。 Facilitating the academic research on international indigenous peoples 2. 培育跨領域原住民族研究學術研究人才。 Providing transdisciplinary and comprehensive research support to indigenous studies. 3. 促進多元族群平等發展。 Promoting equal development among diverse ethnic groups.

系專業能力 Basic Learning Outcomes	A. 具備國際原住民族研究之能力。 Ability to conduct international indigenous studies. B. 具備國際原住民族議題之理論與實踐能力。 Having the theoretical and practical abilities to address international indigenous issues. C. 具備人文暨社會科學研究之理論知識與實證能力。 Having theoretical knowledge and empirical abilities in humanities and social sciences research. D. 具備在地實踐與國際視野之原住民族政策諮詢人才。 Equipped with local and global visions for policy advisory of indigenous peoples.			
課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	A	B	C	D
	●	●	●	●
圖示說明 Illustration : ● 高度相關 Highly correlated ◎ 中度相關 Moderately correlated				

Teaching Schedule & Content		
週次 week	內容 (Subject/Topics)	備註 Remarks
1 (2/18)	Course Introduction 課程結構、授課方式與評分標準說明與講解	
2 (2/25)	Why Tourism Matters: Dynamics of Cultural Studies of Tourism 觀光文化研究的多元面向與視域	Urry & Larsen (2011) Ch1 ; Coleman & Crang (2002)
3 (3/4)	Ecotourism: Concepts & Practices 生態觀光：概念與實例	Guest Speaker – Noah Vargas (Independent Researcher, Thomas J. Watson Foundation)
4 (3/11)	Tourist Studies & Semiotics of Tourism 遊客研究與觀光符號學	MacCannell (1999) Chs 1 & 6 ; Culler (1981)
5 (3/18)	Cultural Tourism & Rethinking Culture of Tourism 文化觀光並反思變遷中的觀光的文化	Mousavi et al. (2016); Craik (1997); Franklin (2009) Urry & Larsen (2011) Ch5
6 (3/25)	Tourism, Heritage & Cultural Changes 觀光、資產與文化變遷	Smith (2003) Ch8; Long & Robinson (2004): 175-193
7 (4/1)	Spring Break 春假	No Class
8 (4/8)	Current Themes in Indigenous Tourism 原住民族觀光與當代議題	Bunten & Graburn (2018) Ch1
9 (4/15)	Authenticity & Performing Tourism 本真性與展演觀光	Brown (1996);Reisinger & Steiner (2006) ; Douny (2018)
10 & 11 (4/22) & (4/29) Move to *4/26 & 27	Field trip 戶外教學—台東達魯瑪克 These two weeks teaching will be immersed into the fieldtrip in which students will experience Indigenous tourism and explore various touristic issues and cultures at Taromak Eastern Rukai Indigenous community.	Note: Students need to pay the traffic, food and the accommodation for this two-day fieldtrip to Taromak, Taitung. Move to 4/26 & 27
12 (5/6)	Tourism, Power & Post-colonialism 觀光、權力與後殖民	Chambers & Buzinde (2015); Hall & Tucker (2004) Ch3; Winter (2007)
13 (5/13)	Staging Tourism & Tourist Performances 舞台化觀光與遊客展演	Daniel (1996); Edensor (2000) & (2009); Urry & Larsen (2011) Ch 8
14(5/20)	Souvenirs & Material Culture of Tourism 紀念品與觀光物質文化	Morgan & Pritchard (2005); Haldrup & Larsen (2010) Ch4; Yeh (2010)
15(5/27)	Individual meeting	@A406 by appointment
16 (6/3)	Oral Presentations 期末報告	20 minutes class presentation
17 (6/10)	Discussions & Feedback 課程回饋與討論	Final report due at 5pm 繳交書面報告期限 17:00

教學策略 Teaching Strategies

■ 課堂講授 Lecture ■ 討論 Discussion ■ 田野工作 Fieldwork ■
■ 其他 Miscellaneous: Film 影片

課程成績評定之依據和標準 Grading Criteria

1. General performances (including attendance and class participation (25%))
2. Assigned reading guided report & assignments (20%)
3. Field trip reflection (15%)
4. Final Oral presentation (15%)
5. Final research written paper (25%)

請注意下列事項： Please note the following guidelines:

連絡方式與時間：Preferred methods of communication and response time

My preferred method of communication is email: joyceyeh2@gmail.com or joyceyeh@gms.ndhu.edu.tw. You can expect to receive a response within two business days (i.e. not over the weekend or public holidays).

尊重師生隱私 Statement of online privacy:

All students and teacher are expected to respect the privacy of each other by not sharing a using class topics or information outside the course.

Policy on late assignments:

(1) 若非正當理由**不接受遲交**作業。遇特殊狀況者，請事先與老師取得連繫，商討其他補救方式。

Generally, late work is not accepted. I do not accept late assignments on an individual basis without deducting points. The class as a whole can discuss extensions together, which will be granted to everyone equally. These requests must be made in advance; I do not grant incomplete for the course. If you foresee any difficulty in turning in your assignments on time, please notify me as soon as possible. I understand that there may be unforeseen circumstances, and I will take that into consideration.

(2) 請嚴守學術倫理與道德，**抄襲或挪用他人智慧財產權**，除該科學期分數為**零分外**，並將通知系主任依學校懲罰規則從嚴處理。

All work must be your own. Plagiarism is unacceptable in any instance. Please respect the code of student conduct, and no plagiarism and cheating can be tolerated within this course. Should I detect any case of plagiarism, the offender will be given a score of zero for the offending assignment and the chair of the department will be duly notified.